

REMARKS

Claims 1-31 and 34-37 are pending in the application, of which claims 1, 14, and 38 are independent claims. All claims stand rejected. In response, certain claims have been amended, other claims canceled, and new claims 38-50 added to the application.

Rejections Under Section 112

Claims 1, 10, 13, 14, 23, and 26 have been rejected under 35 U.S.C. § 112 as containing new matter; namely, the recitation of a “single smooth alignment edge.” This rejection is traversed. Nevertheless, the claims have been amended to cancel that limitation, which should moot the rejections under section 112.

Reconsideration and withdrawal of the rejections under 35 U.S.C. § 112 is respectfully requested.

Rejections Under Section 103

Claims 1-31 and 34-37 have been rejected under 35 U.S.C. § 103. The rejections are all based primarily on U.S. Patent No. 4,514,920 to Shafrir et al. Additional secondary references have been cited against certain dependent claims. As previously noted, Shafrir is unrelated to the claimed invention.

The Applicants disclose and claim a system for mounting a matrix display panel in a housing without the need for a carrier. Carriers were previously thought necessary because the glass used in the display panels had non-smooth or jagged edges, due to the manufacturing process. As such, the dimensions of the display panel are not precisely known.

By first mounting the display panel to a carrier, technicians would optically align the display panel’s image area with the carrier. The display-carrier combination would then be aligned with and mounted to a display device housing, typically using the carrier as a reference. The two alignment steps, however, could introduce stacking errors and tolerance errors to the finished product, as well as increase production time and thus costs.

The Applicants disclose a system for mounting the matrix display panel directly to the display device, without the use of a carrier. By using a single alignment edge of the display

panel, the display panel can be optically aligned with the desired optical axis. To expedite prosecution of the application, claims directed embodiments requiring a carrier have been canceled, without prejudice.

Shafrir, in contrast, is unrelated to matrix display panels. The display of Shafrir is a numerical, segmented display for displaying date and time, which does not include an image area. It is not a matrix display panel, as now recited in the claims. Shafrir appears to discuss a simple timepiece for which alignment is not a critical concern.

The Office Action confuses Shafrir's liquid crystal display (12) with the reflecting member (66). The display (12) is simply assembled with the housing, while Shafrir's slot (86) allows for the insertion and removal of the reflecting member (66), so that a logo can be changed. Shafrir says nothing about aligning either the liquid crystal display (12) or the reflecting member (66) using a single alignment edge. Indeed, Shafrir is silent as to optical alignment of the liquid crystal display (12). Furthermore, there is no suggestion in Shafrir that any display edge is used for alignment or that any edges are smooth or not smooth. It appears that Shafrir's display (12) is simply assembled with the module (10) without otherwise considering alignment.

As such, Shafrir does not render the independent claims obvious. The additional citations of Meyerhofer, Klübenspies, and Paolini related to dependent limitations. The combinations of the secondary references, even if proper, do not cure the deficiencies of Shafrir with respect to the independent claims. The allowability of the dependent claims follows from the independent claims. Consequently, all claims are believed to be in condition for allowance.

Reconsideration of the rejections under 35 U.S.C. § 103 is respectfully requested.

New Claims

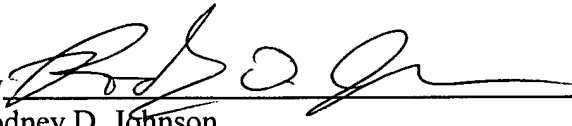
New claims 38-50 have been added to the application to recite an assembly method similar in scope to the apparatus claims. Acceptance and favorable examination of the new claims are requested.

CONCLUSION

In view of the above amendments and remarks, it is believed that all claims are in condition for allowance, and it is respectfully requested that the application be passed to issue. If the Examiner feels that a telephone conference would expedite prosecution of this case, the Examiner is invited to call the undersigned attorney.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

By 
Rodney D. Johnson
Registration No. 36,558
Telephone: (978) 341-0036
Facsimile: (978) 341-0136

Concord, MA 01742-9133

Dated: *December 16, 2007*